

2002 IBM Data and BI Partner Call

1-800-967-7134 Passcode: Data

Shawn K. James & Glenn Rogers, Channel Marketing Managers, Data
January 16, 2002

IBM Software Group



Software Group



Data Management Strategy Overview

Richard Bowers
January 16, 2002

2001 1H Business Update

YTY WW Revenue Growth 1H 2001

• DB2 for Windows	34%
• DB2 for UNIX	19%
• DB2 for OS/390	12%
• DB2 for OS/390 Tools	224%

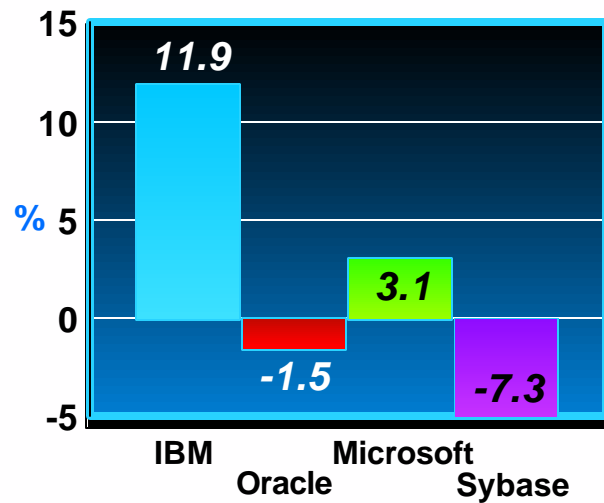
17
Consecutive
Quarters of
Significant
Growth

IBM Data Management grows 19%

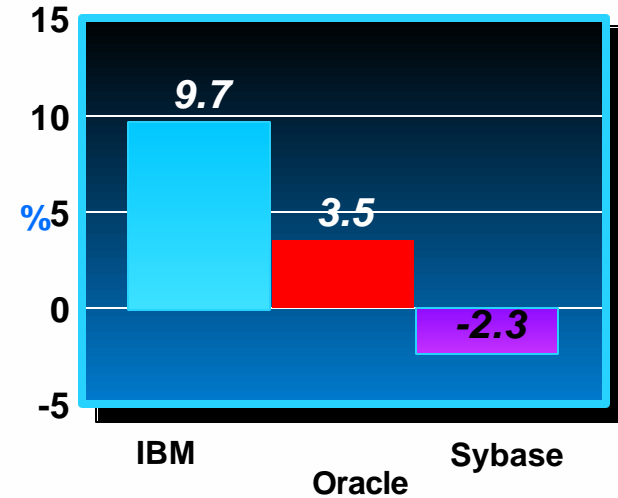
Oracle flat...

Data Management Market Share

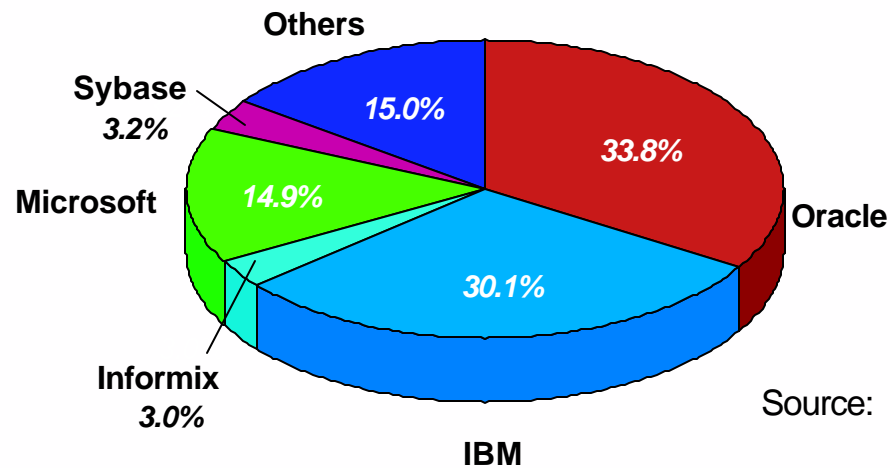
Windows Market Share Growth '97 - '00



UNIX Market Share Growth '97 - '00

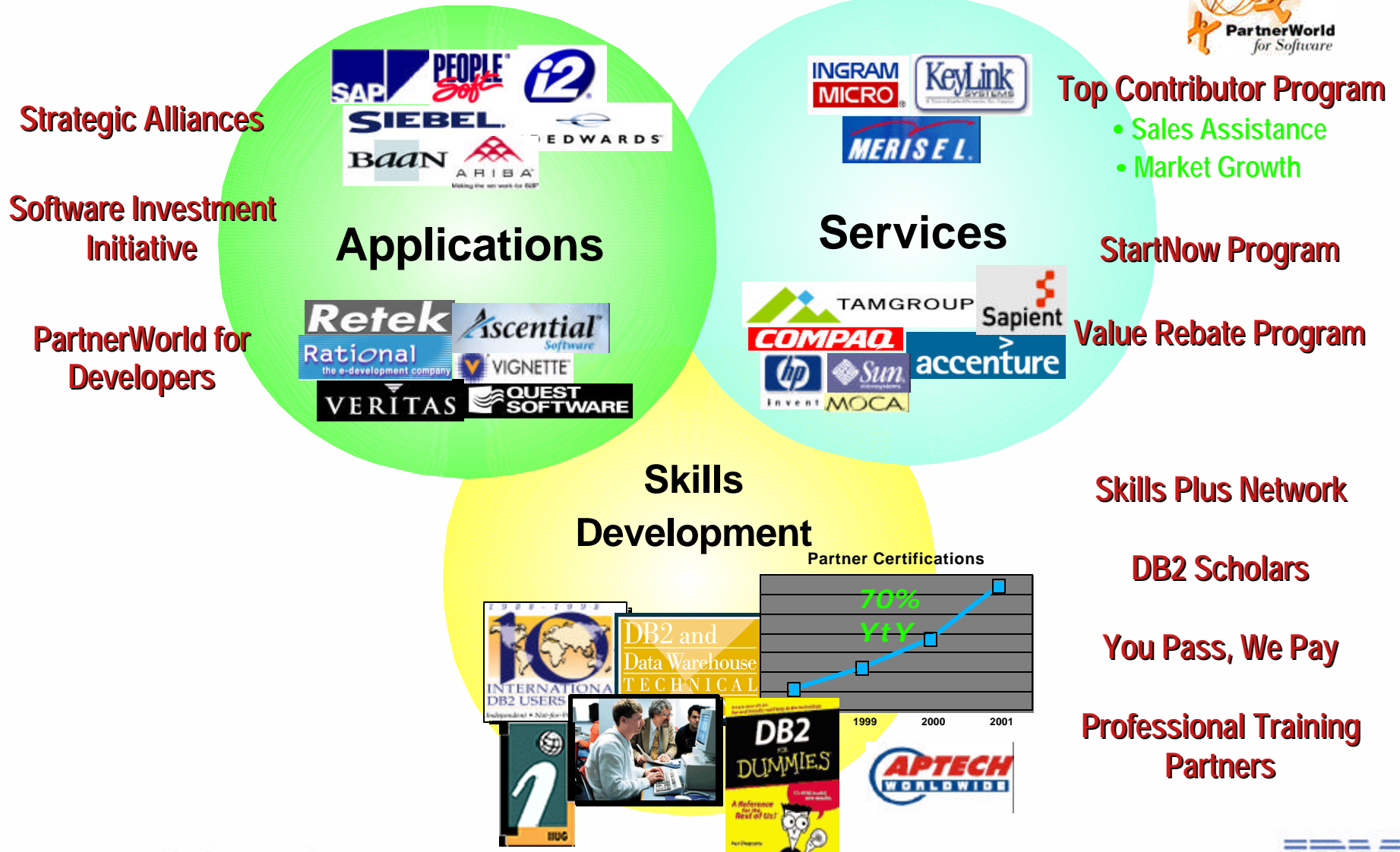


Worldwide Database Market Share YE'00



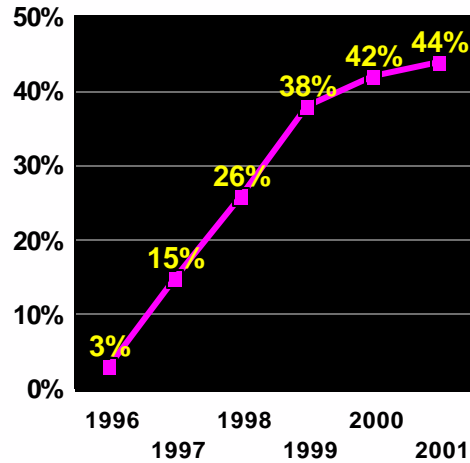
Source: Dataquest, May 2001

DB2 - Partnering for Growth



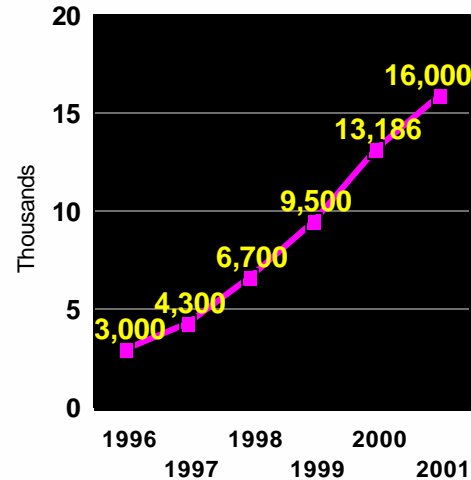
Channel Partner Momentum

Channel Revenue Contribution



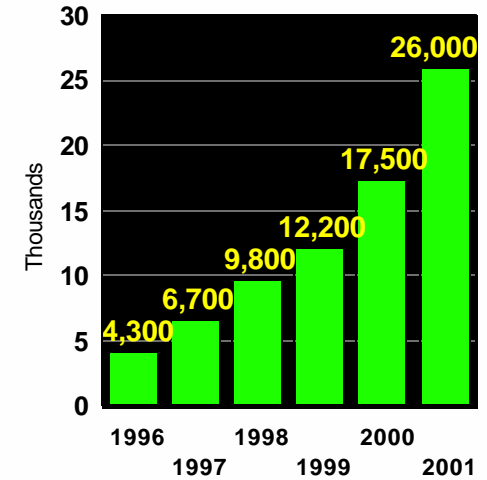
2001 total does not include Informix

Total Partners



2001 total includes Informix

Total Applications



2001 total includes Informix



DB2 ... the platform of choice!

Customer and Partner Input

- **Enterprise Customers**

- Availability of applications and skills are key in database purchase decisions
- Total cost of ownership is important but secondary to solutions availability and skills
- Want an integrated infrastructure to build, deploy, run and manage e-business applications
- Availability, security & performance continue to be important
- Data integration is a growing problem
- Want a strong relationship with database vendor

- **GMB Customers**

- Partner solutions drive GMB sales
- Prefer complete solutions and skills from local or regional partners
- Solution ease of use and affordability are important

- **Partners**

- Want to leverage the IBM brand name, sales teams and customer base
- Prefer reliable suppliers that provide flexible standards-based technologies
- Recommend technologies that will leverage their skills and expertise
- Motivated by attractive margins

2002 Key Plays

- **Continue to drive distributed DB2 revenue:**
 - Retain and grow Informix customer base
 - Leverage Tier-1 ISVs to drive revenue and license share
 - Leverage Tier-2 ISVs & integrators in the GMB market
 - Leverage ISVs and developers to grow Linux presence
 - Penetrate the Life Sciences market opportunity
- **Grow market share in Content Management**
- **Increase the number of IBM data management skills in the industry**
- **Build brand awareness**

Executive Assessment Tool

Nicole Katrana, Software Channels Marketing Manager
January 16, 2002

Executive Assessment (EA)

- ▶ What is ?
 - ▶ Consultative selling tool to help you create a business case
 - ▶ Tips on questions to ask customer, how to create proposal, prototype demo and competitive customer information
- ▶ What are the components?
 - ▶ **Standard Executive Assessment**
 - ▶ Foundation for all modules
 - ▶ **Application and solution based modules**
 - ▶ Modules created for Linux, WebSphere, Lotus, DB2.Data Management, Tivoli and Start Now mid-market solutions
- Demand Generation tools to help you sell!!
 - telemarketing script, email blast, seminar presentations, collateral

What is the value?

- ▶ **Value to Business Partner**

- ▶ Helps to identify a prospects e-business needs, build a business case, present a proposal and close the business
- ▶ Provides a streamlined development process
- ▶ Earn additional service fees
- ▶ Free to Parterworld for Software Partners

- ▶ **Value to Customer**

- ▶ Report of Findings - recommended software and hardware
- ▶ e-business assessment and e-business strategic and tactical proposal
- ▶ Competitive website analysis, prototype, ROI analysis (where appropriate)

How do I use Executive Assessment? How much can I charge?

- ▶ Include in all marketing materials and collateral, mailing lists
- ▶ Cold Calling or any time you are calling on a customer
- ▶ Use as an offer or call to action in the Seminar Solutions
- ▶ Use as a prize in a Tradeshow Drawing
- ▶ We suggest a minimum fee equivalent to at least 10 billable hours (you may charge a higher fee based on complexity)

Executive Assessment is free to PartnerWorld for Software Partners

Who is using the Executive Assessment?

Launched the Executive Assessment Website May 31, 2001*

- ▶ Over 2,600 downloads of modules worldwide
- ▶ Over 910 marketing tools downloaded worldwide
- ▶ Over 500 companies have downloaded modules worldwide

Success

- ▶ Charging from \$3,000-30,000 (US)
- ▶ Bidding on and winning deals from \$50-75,000 (US) to \$5 million!
- ▶ Some are personalizing and translating!

Executive Assessment is free to PartnerWorld for Software Partners

*results through December 2001

How do I get trained?

- ▶ Complete the Standard Executive Assessment - it's the foundation for all modules
 - ▶ approximately 90 minutes to complete.
- ▶ Chose the module(s) that interest you
 - ▶ approximately 20-45 minutes to complete.
- ▶ A complete description and all associated files are available on demand via the PartnerWorld for Software Website.

To access all materials and get trained go to:

www.ibm.com/partnerworld/software/zone

(enter your PartnerWorld for Software ID and Password)

Go to Marketing and Sales > Tools for Selling our Software

PartnerWorld for Software Enablement North America, 2002

Bonnie Endicott, PWSW Education Program Manager, North America
January 16, 2002

Agenda

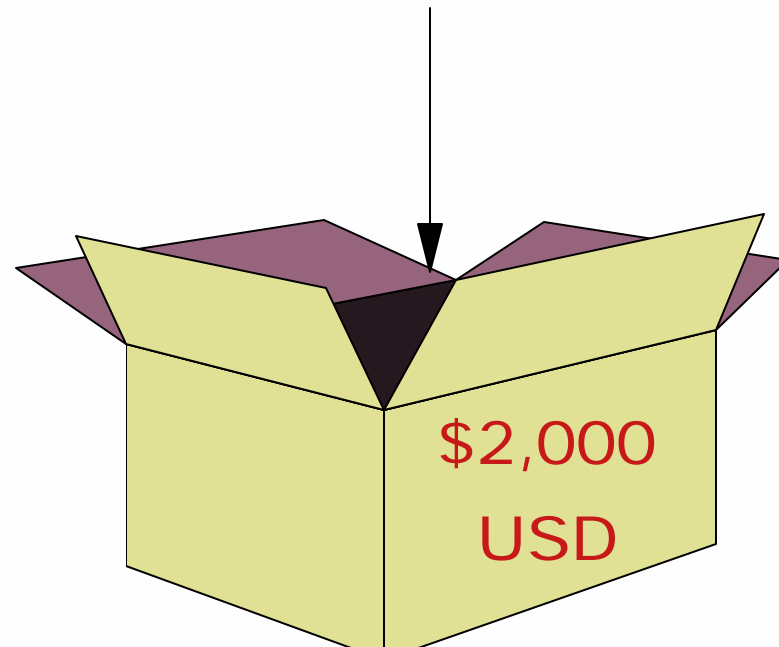
Software

-
- Value Package 2002
- We Pay Offerings 2002
- Sales 101, 201, BI Bootcamp training
- Top Contributor Reseller Initiative Education Program
- e-business Sales Roadshows
- 2002 Level Criteria

Value Package 2002

Software

"We Pay" Education Reimbursements
"Demo & Evaluation" and "Run Your Business" Software
Voice Technical Support
Technical Mentoring for Significant Sales Opportunities
Critical Implementation Support
Web-based Q&A Solution Support



We Pay Offerings

Software

- - YPWP, YTWP, YAWP
Tuition / test fee reimbursement
 - Publications / CBTs
Media reimbursement
 - IBM Learning Services Network
License reimbursement
 - Private Classes

www.ibm.com/partnerworld/software
[Business Partner Zone > Education > We Pay Offerings](#)

Education Reimbursement (We Pay) Coverage

Software

Level	Coverage
Premier	\$50,000 USD
Advanced	\$9,000 USD
Member	\$3,000 USD

- Max of \$6,000 per person at the Advanced and Premier levels
- Actual tuition reimbursed (retail cost minus any discounts)

We Pay Offering Highlights

Software

-
- Administration for UNIX, Windows and OS/2, V7.1
- DB2 UDB V7.1 Family Application Development
- Informix Red Brick Decision Server, V6
- Informix Dynamic Server, V9
- Content Management - OnDemand Multiplatform (Feb 2002)
- Content Management - Content Manager, V8 (Feb 2002)

We Pay Details

Software

-
- Runs January 1 - December 31, 2002
- Deadlines:
 - ▶ Certify 60 days after the last day of class
 - ▶ Claim 60 days after certification, for YPWP and YTWP
 - ▶ Claim 60 days after the last day of class, for YAWP
- Requires the 2002 Value Package
- Requires submission of a hardcopy claim form w/ the proper signature and supporting paperwork

Top Contributor Reseller Initiative Education Program

Software



-
- Free education and certification vouchers
- Approved or Pending Executive Approval in TCI Resellers
- Requires the 2002 Value Package

www.ibm.com/partnerworld/software
Business Partner Zone > Education > TCI Education
Program

e-business Sales Roadshows

Software

- - 7 cities across NA:
San Francisco, Boston, Dallas, Chicago, Toronto,
Milwaukee, Los Angeles
 - e-business - Solution Advisor certification (test #810) curriculum:
 - ▶ SSM Workshop (SSMBPUS1 / SSM4SC)
 - ▶ e-business - Selling Workshop (B3005 / B3005E)
 - Eligible for **You Pass, We Pay** or **TCI Education Coupons**

www.ibm.com/partnerworld/software

[Business Partner Zone > Education > e-business Sales Roadshows](#)

2002 Criteria

Resellers and Influencers

Software

Criteria Category	Advanced	Premier
<u>Business Relationship</u>	<ul style="list-style-type: none"> • Approved Business and Marketing Plan • Monthly Forecasts & Quarterly Business Reviews 	
<u>Sponsorship</u>	<ul style="list-style-type: none"> • Sponsorship by IBM Sales Management 	
<u>Demo Capability</u>	<ul style="list-style-type: none"> • Capability to demonstrate at least one Power Brand 	
<u>Annual Revenue Attainment</u>	<ul style="list-style-type: none"> • \$300K (USD) of Enterprise plus Midmarket Revenue OR • \$100K (USD) of Midmarket Revenue 	<ul style="list-style-type: none"> • \$450K (USD) of Enterprise plus Midmarket Revenue OR • \$150K (USD) of Midmarket Revenue
<u>Skilled Individuals</u>	<ul style="list-style-type: none"> • 2 Technical Certifications • 1 Sales Skill / Certification 	<p><u>Resellers</u></p> <ul style="list-style-type: none"> • 5 Technical Certifications <i>(at least 2 Power Brands)</i> • 3 Sales Skills / Certifications <p><u>Influencers</u></p> <ul style="list-style-type: none"> • 6 Technical Certifications <i>(at least 2 Power Brands)</i> • 2 Sales Skills / Certifications
<u>Customer References</u>	<ul style="list-style-type: none"> • 3 Customer References 	<ul style="list-style-type: none"> • 5 Customer References

How Can I Meet the 2002 Level Criteria

Software

■

Make a plan!

- Take advantage of the **e-business Sales Roadshows**
- Build your certified skills at no cost via the **We Pay Offerings** or **TCI Education Program**
- Update your **Candidate ID** in your Business Partner profile

Helpful Resources

Software

-
- PartnerWorld for Software 2002 Track Guide
- PartnerWorld for Software Accepted Certifications

www.ibm.com/partnerworld/software

- IBM Learning Services:
 - ▶ US www.ibm.com/services/learning/us
 - ▶ Canada www.ca.ibm.com/services/learning
- IBM Professional Certification Roadmaps
www.ibm.com/certify
- Prometric
www.2test.com or 1-800-909-3926

Key Information

- Questions?

- ▶ contact Shawn K James
 - email: skjames@us.ibm.com
 - phone: 415-545-4251

- Replay:

- ▶ Call 1-888-203-1112 Passcode: 405718
- ▶ Available up until January 31, 2002